

## **ABSTRACT**

**PRADINA MITHA KURNIASARI.** The influence of service quality and marketing mix of the customer satisfaction to Credit Unions "Services" branch of Temanggung. Guided by **DANANG YUDHIANTORO, SE, M.Si** and **Drs.DIDIT HERLIANTO, M.Si.**

This research aim to know influence of service quality and marketing mix of customer satisfaction to Credit Unions "Services" branch of Temanggung.

in this research is used by descriptive method of analysis, with variable analysis use model of multiple linear regression wich processed with program of SPSS 16.00. Determination of the types of data used are primary data obtained from questionnaires and direct communication to members and secondary data obtained from books and reports other documents related to this study or by way of literature.

The results showed that the variables of service quality has a significant coefficient of 0.129 on customer satisfaction, marketing mix variables that have significant coefficients 0.156 to customer satisfaction and service quality variables and marketing mix can explain the satisfaction level of 0.427.

**Keywords:** Quality of services, Marketing mix, Customer satisfaction